

Press Release – Karlskrona 19 December 2001

Europolitan Vodafone changes its name to Vodafone

In April 2002, the Swedish mobile operator Europolitan Vodafone plans to change its name to Vodafone. This step is intended to underline the fact that the company is part of the world's largest mobile telecoms group. The name change is an integral part of the international profiling process initiated by Europolitan in February this year when it added Vodafone to its name.

“We belong to the world's largest mobile network and this is the kind of decisive advantage that we are keen to emphasise even more clearly. Not only because our local competitors in the Swedish market lack equivalent resources, but also because we know that a growing number of customers need access to international mobile telephony services,” says Jon Risfelt, President and CEO of Europolitan Vodafone.

Vodafone operates on five continents and has more than 200 million mobile telecoms users. For Europolitan Vodafone, the change of name to Vodafone next year is a key step in the extensive internal and external profiling efforts currently in progress.

“We are convinced that the new brand will help strengthen our position in the Swedish market. It also signals the intensification of our collaboration with the Vodafone Group when it comes to developing new international services for tomorrow's 3G telephony users,” he says.

New Year's Day 2002 will see the start of Europolitan Vodafone's comprehensive branding campaign that will mainly be TV-based. The goal of the campaign is to increase awareness of the Vodafone brand and demonstrate how Vodafone can bring people from all walks of life together - from football fans to businesspeople.

The campaign is an international concept produced by the Wieden & Kennedy advertising agency in Amsterdam and the Swedish advertising agency Cole, Russel & Pryce has adapted the global concept to the local market on behalf of Europolitan Vodafone.

For more information, please contact:

Marie Stenberg Bark, Head of Market Communication,

Tel.: +46 708 70 80 70, e-mail: marie.stenberg.bark@europolitan.se

Johan Holmgren, Director of Public Relations,

Tel.: +46 708 33 14 00, e-mail: johan.holmgren@europolitan.se

Europolitan Vodafone is a mobile operator with a license to build 3G mobile telecoms networks. Our strength lies in our focus on developing international services, service and quality. Europolitan Vodafone employs some 1,500 people and is listed on the Attract 40 list of the Stockholm Stock Exchange. The company's majority owner is Vodafone of the UK, with 71 per cent of Europolitan Holdings AB. Private shareholders, investment companies and pension funds own the remaining 29 per cent. Vodafone is represented on 5 continents and has more than 200 million mobile telecoms users. www.europolitan.se/ and www.vodafone.com/